

REMARKS

This Amendment is responsive to the Office Action mailed October 5, 2004. In the Office Action, the Examiner rejected Claims 1-20 under 35 U.S.C. § 102(e) as being anticipated by Kay et al. (U.S. Patent No. 6,711,552 B1). Claims 1, 6, 11, and 16 have been amended as indicated above, Claims 1-20 remain pending in the application. Applicant respectfully requests reconsideration of the application and allowance of the claims in view of the foregoing amendments and the following remarks.

The Kay et al. patent is directed to a commerce control network system and method for obtaining product information and purchasing products through a two way interactive television system. The system can provide product information or a purchase screen for a list of products. See Col. 2, lines 48-49; Col. 3, lines 67-68; and Col. 7, lines 48-56. A user can select a line item from the list by pressing a defined key on a remote control. In one configuration, the selected item can be saved into a customized and personalized list, referred to by Kay et al. as a "favorites" list that can be accessed at another time. See Col. 7, line 66, to Col. 8, line 7. The items in the favorites list may be retrieved and viewed like any other product list provided by the Kay et al. system. See Col. 10, lines 47-62. In all cases, the Kay et al. system is configured to provide a list of items (products) from which a user can select and purchase an item (product). See Col. 10, line 63, to Col. 11, line 22.

In contrast, the present invention provides a method and system in which a viewer can save content and context related to a transaction conducted via an interactive television system, wherein the transaction is comprised of a plurality of portions, each portion having at least one action associated therewith. As described in the specification at page 17, lines 12-19, FIGURES 4-9 of the application illustrate an example where several actions are conducted to eventually complete a transaction to purchase shoes. It is understood that an embodiment of the invention may be used to defer any single action which may be part of an overall transaction. That is, a portion of the transaction may involve connection to a Web site, while another portion

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of the transaction may involve obtaining information prior to submitting an order. These individual actions may be deferred and completed individually, or completed in groups. In other words, the process of storing and retrieving information associated with a transaction can be repeated until the actions associated with the portions of the transaction are completed. The present invention thus permits the actions associated with the portions of the transaction to be completed at different intervals between which at least a portion of the broadcast segment is provided to the user until the transaction is completed.

Turning now to the claims, Claim 1 of the present application has been amended to further state: "wherein the transaction is comprised of a plurality of portions, each portion having at least one action associated therewith, and wherein storing information associated with the transaction includes storing information associated with the portions of the transaction." The method recited in amended Claim 1 further comprises: "repeatedly storing and retrieving information associated with the transaction in response to receipt of the first and second commands, respectively, permitting the actions associated with the portions of the transaction to be completed at different intervals between which at least a portion of the broadcast segment is provided until the transaction is completed."

Amended Claim 1 is defined over the disclosure of Kay et al. At best, Kay et al. describe a system in which a user can create and save a customized list of products. However, once a user selects a product for purchase, the Kay et al. system provides no basis for the transaction to be divided into a plurality of portions which can be stored and retrieved as desired by the user until the transaction is completed. Rather, the transaction, once initiated, must be completed at one time.

In view of the foregoing, applicant requests reconsideration and allowance of Claim 1.

Claims 2-5 are dependent on Claim 1, and are allowable for the same reasons as Claim 1. Moreover, Claims 2-5 recite additional subject matter that defines the invention over the disclosure of Kay et al., and for these additional reasons, Claims 2-5 are in allowable condition.

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Claims 6-20 are also in allowable condition. Independent Claims 6, 11, and 16 have been amended to include subject matter similar to that described above with respect to Claim 1. As noted above, the amended subject matter is not taught by Kay et al. Accordingly, Claims 6, 11, and 16 should be allowed.

Claims 7-10 are dependent on allowable Claim 6, Claims 12-15 are dependent on allowable Claim 11, and Claims 17-20 are dependent on allowable Claim 16. Further dependence on allowable base claims and for the additional subject matter recited therein, applicant further submits that Claims 7-10, 12-15, and 17-20 are patentable.

CONCLUSION

Applicant respectfully requests reconsideration and allowance of Claims 1-20 for the reasons discussed above. Should the Examiner have any questions concerning the present application, the Examiner is invited to contact applicant's attorney at the telephone number indicated below.

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